



Euromonitor
International

Cooking Ingredients and Meals in Portugal

November 2025

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EXECUTIVE SUMMARY

Widening product range in many areas supports growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience remains a key driver as consumers seek time-saving solutions

Growing demand for affordable, traditional meal options

Health and naturalness continue to shape consumer preferences

Price sensitivity influences purchasing behaviour

WHAT'S NEXT?

Steady forecast growth with stronger focus on affordability and value

Convenience and meal solutions to lead category development

Sustainability and innovation to remain central themes

COMPETITIVE LANDSCAPE

Sonae maintains category leadership through private label strength

Unilever sustains a strong branded portfolio and marketing investment

Nueva Pescanova emerges as the most dynamic player

Private label gains visibility and trust

CHANNELS

Supermarkets remain dominant, supported by expansion and promotions

E-commerce drives dynamism through convenience and alignment with in-store offers

Foodservice supported by tourism but constrained by price sensitivity

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Edible Oils in Portugal

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Price fluctuations have swift impact on olive oil demand

INDUSTRY PERFORMANCE

Olive oil remains essential but subject to price volatility
Rapeseed oil drives performance among vegetable and seed oils

WHAT'S NEXT?

Category growth expected to continue, supported by stable supply and lower prices
Health, quality, and changing cooking habits will influence consumption
Sustainability and innovation to remain central to category development

COMPETITIVE LANDSCAPE

Sovena SA maintains leadership through innovation and sustainability
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[Meals and Soups in Portugal](#)

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2025 DEVELOPMENTS

Retailers drive growth by expanding range of ready meals

INDUSTRY PERFORMANCE

Ready meals gain momentum as consumers seek quick and affordable options
Private label brands strengthen their position through quality and variety

WHAT'S NEXT?

Category expected to continue growing as convenience remains a key driver
Health-conscious innovation shapes new product development
Sustainability and cultural adaptation gain importance

COMPETITIVE LANDSCAPE

Sonae consolidates leadership through its Continente brand
Lidl stands out as the most dynamic player in 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Return to dining out more frequently hinders sales growth

INDUSTRY PERFORMANCE

Consumers balance tradition and curiosity with new flavour experiences

Classic sauces maintain popularity amid growing diversification

WHAT'S NEXT?

Category growth to continue, supported by innovation and global influences

Health and naturalness shape reformulations and new product development

Sustainability remains a key strategic priority for leading players

COMPETITIVE LANDSCAPE

Unilever maintains leadership through strong brands and active promotions

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CHANNELS

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[Sweet Spreads in Portugal](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Natural and healthy products hold strongest appeal

INDUSTRY PERFORMANCE

Honey remains the key driver of category growth

Reduced-sugar jams and natural ingredients gain ground

WHAT'S NEXT?

Honey expected to remain the strongest growth contributor

Premiumisation and innovation to shape future demand

Sustainability becomes integral to product strategy

COMPETITIVE LANDSCAPE

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CHANNELS

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